

## ABSTRACT OF THE INVENTION

A method for customizing a tire and ordering for purchase a custom tire allows a purchaser to select certain features for a tire, for example, colored rubber for certain locations on the tread, using computer-based communication with a server system. The purchaser is presented with choices of features to incorporate in a tire, and is shown images representing a tire having the selected features. At the purchaser's request, an electronic order is formed and presented to the manufacturing entity, which executes the order via an automated manufacturing process to build, cure, and ship the tire or tires to the purchaser. The manufacturing entity automatically reports certain events to the server system, which generates and sends electronic messages to the purchaser to inform him or her of the progress of the order.